

## **EditShare Boosts Production at Waterfront Studios**

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Cape Town-based Waterfront Studios has deployed an EditShare 18TB storage system to facilitate production workflows across its various operational units. Waterfront Studios provides front-end services and high-end post production as well as studio support to local and international customers. With project demands on the rise, Waterfront wanted to streamline operations while fostering the creative process. EditShare's Complete Collaborative workflow provided the solution.

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collaborative editing and shared media storage, announced today that Cape Town-based Waterfront Studios has deployed an EditShare 18TB storage system to facilitate production workflows across its various operational units. Waterfront Studios provides front-end services and high-end post production as well as studio support to local and international customers. With project demands on the rise, Waterfront wanted to streamline operations while fostering the creative process. EditShare's Complete Collaborative workflow provided the solution.

"The Waterfront Studios installation is a terrific example of EditShare's cross-platform, high performance capabilities," says Tara Montford, General Manager, Editshare EMEA (Europe, Middle East and Africa). "Multiple Avid systems on both Macs and PCs are online along with several Apple Final Cut systems. EditShare provides a truly open and safe media sharing environment for creative teams, regardless of application or platform. EditShare is very simple to use. Editors just go about their normal business; and for administrators the system is quite easy to manage."

The Waterfront editing facilities are principally used for feature film off-line work and on-line editing of drama-series that are being produced in the studio complex. Typically, 8 to 10 editors are working concurrently on the EditShare system. There are 8 Avid MC V3 and 3 Apple Final Cut Pro units connected via 1 Gigabit connections to the distribution switch which has a 10 Gigabit connection to the EditShare server. There's also an iSCSI connection from the EditShare to 3 Digidesign Pro Tools HD systems which streamlines audio production workflows.

"EditShare really improved our workflows; with our old system, we had network connectivity but file sharing was very limited and not true media sharing. And there was no way to do any project sharing, and that's really a key factor in all our work," says Mike Smit, Managing Director of Waterfront Studios. "EditShare's project sharing capabilities within either an Avid or Final Cut environment really made a difference for us. The fact that we could operate EditShare with high reliability on our existing Gigabit infrastructure was another plus. We also appreciate that with the scalable architecture, we can grow the system over time to adjust to the demand." Complete Collaboration with the Industry's Best Media Sharing Workflow

Combined with EditShare's 5th generation administration, monitoring, and workflow tools, EditShare provides industry-leading performance and an open environment for creative teams to share media regardless of application and platform. Users of Apple, Adobe, Assimilate, Autodesk, Avid, Digidesign, Sony, Thomson and more can connect via Gigabit or 10-gigabit Ethernet and freely share media regardless of size or format. EditShare is the only solution that provides true project and media sharing for both Apple and Avid users with user management tools that are designed specifically for real-time collaboration in post and broadcast workflows.

EditShare's Complete Collaboration products are fully integrated and support shared

workflows from ingest through production and archiving. Flow Ingest captures up to four channels of media and associated metadata, storing each channel in up to three formats simultaneously and outputting a proxy for fast retrieval. No background transcoding is required. Flow Browse completes the media organization process by simplifying media cataloguing and accelerating the search and retrieval of material within the EditShare shared storage environments. From any PC, users can quickly locate media among hundreds of thousands of clips on the EditShare media spaces.

Flow Browse provides advanced functionality for assembling and annotating media outside the non-linear editing application. From Flow Browse, users can update metadata, log clips, can drag and drop media to Avid and FCP bins before the user begins editing. Complementing the EditShare Storage Series is the EditShare XStream Series which is specifically designed to support high demand and high volume situations, including huge numbers of SD and compressed HD video streams, or multiple streams of uncompressed HD or 2K video. EditShare ARK provides a range of options for back-up, mirroring and archiving.

#### About Waterfront Studios

Waterfront Studios is a powerful partnership and the most technologically advanced home of the biggest creative post-production team in South Africa. As industry leaders in post, Waterfront Studios services the feature film, television, documentary, commercial and multimedia markets, both local and international. Five distinct brands operate under the Waterfront Studios banner. Waterfront Post is home to the full front-end services including SoHo Images (film processing in a Kodak Imagecare accredited lab), telecine, Datalab (raw digital data management), audio and sound (protocol audio suites and ISDN voice recording), and Avid and Final Cut Pro edit suites.

Condor Cape provides high-end digital post-production alongside an established offering for local and international commercial markets, bringing together 2D and 3D animators, motion graphics artists and master composers with in-house post-production line producers. N-gage Digital provides full production services for commercials and entry-level documentaries and operates as the commercial arm of Waterfront's effort to support emerging film industry talent under the guidance of experienced mentors. Table Top Studios is a specialist facility offering studios, an industrial kitchen, full workshop and acclaimed tabletop directors to affect the most challenging tabletop shoots.

EditShare:

<http://www.editshare.com>

EditShare 18TB Storage System:

[http://www.editshare.com/index.php?option=com\\_content&task=view&id=23&Itemid=33](http://www.editshare.com/index.php?option=com_content&task=view&id=23&Itemid=33)

Screenshot:

[http://www.vndev.co.uk/images/stories/images\\_product/product\\_8RU.jpg](http://www.vndev.co.uk/images/stories/images_product/product_8RU.jpg)

EditShare LLC is the pioneer of a new category of collaborative editing solutions designed for digital media workgroups and production companies. The EditShare system fuels the collaborative creative process for digital media artists by delivering high quality high performance and cost effective networked collaborative editing solutions. (C) 2009 EditShare LLC. All rights reserved. EditShare(TM) is a registered trademark of EditShare LLC. All other trademarks mentioned herein belong to their respective owners.

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